

100 Squats

Four Questions

Who Am I Talking To?

I am talking to adults who are looking to join a martial arts gym near them.

Where Are They Now?

They know they have a problem, lack of physical activity, lack of discipline, lack of confidence, and they decided that martial arts is the solution that will help them solve this problem.

Now they are looking into martial arts near them, their roadblock is they're having a difficult time finding a martial arts school that sounds like a fit to them.

They want a place with a strong community that they can open up to and will encourage them to be better. With an instructor who is a great teacher, friendly and welcoming, and is passionate about teaching, not just money. A place that will help them become the best version of themselves.

They have now arrived at Dream Art USA's website from organic search

Where Do I Want Them To Go?

I want them to schedule a trial class.

What Steps Do I Need To Take Them Through To Get There?

They need to start reading the copy and feel like this is something else, this is something new from all the other martial arts places that they've seen so far.

To first grab their attention, get them invested into reading the copy, give them the sense this is what they've been looking for.

Step By Step

Dave searches martial arts studios in Spring Tx.

He reads through a couple websites and gets a sense of what's around him.

He lands on Dream Art USA.

He starts reading the landing page's copy.

He notices this doesn't sound like the rest of the school and gets the sense he's "talking" to an actual person who cares about him.

He dives further and looks into the category that applies to him (kids/adult/competition).

He gets pushed over the edge and decides to test out the trial class.

Goal

I need to create copy that stands out completely from everything else.

Copy that sounds like an actual conversation with a person, not a company trying to sell him something.

Copy that enters Dave's conversation in his mind and shows him Dream Art is exactly what he's been looking for.

I need to show Dave's dreamstate, give him the emotional win of the dreamstate so he starts chasing it and then position dream art as the solution to achieve that.

The most important part is that it's completely honest, no false claims or unrealistic expectations, Dave can smell bullshit from a mile away.

Personal Analysis

One weakness I have is entering the charismatic copywriting attitude, to solve this problem I need to go back through the charisma PUCs and apply the lessons to writing copy.

Another weakness with my copy is that my market research and clarity questions are too surface level, I need to improve my research and my ability to put myself inside the shoes of the reader.

- I will start using bard to help my market research.

One problem I have with this is I don't know how to resonate with their desires on a deeper level since the market consists of people with all kinds of different desires, from wanting to get in shape to learning how to defend themselves. My best guess is that the martial arts niche is more about showing the customer that this martial arts place has what they're looking for, a good community, good structure, etc, instead of trying to

My copy lacks curiosity, however I am not sure how I would go about implementing curiosity into this copy.

My train tracks have some gaps in them, especially with the last line talking about the free trial, it doesn't connect very well with the previous line.

Roadblock and Solution

Right now they have the desire to get fit, learn to defend themselves, start competing, or learn discipline.

They are aware that the solution for them is a martial arts studio.

The roadblock preventing them from getting this solution is they are having a hard time finding a martial arts school that will work for them.

They are worried that these martial arts places only care about money, don't have a great community, and don't prioritize safety.

Most martial arts places don't have much information on their website making it difficult to find places with these qualities.

This copy will solve that roadblock by having up to date detailed information that sounds like it's coming from someone who wants to help them and not take their money.

Copy

This copy is free value for the landing page of [Dream Art USA](#).

Dream Art USA is for everyone, from kids (ages four and up) to adults of any age, any fitness level, and with any goals.

Try your absolute best and you'll become the most disciplined, fit, and confident you've ever been in your life, with mindsets that will help you take on any challenge, physical or mental, inside or outside of the gym.

Our superpower is our community. From your first session, whether you're a complete martial arts beginner or an advanced jiu jitsu practitioner, we guarantee you'll be welcomed with open arms.

We make sure everyone can have a great time and laugh together while getting one of the toughest workouts of your life, every session.

But don't get intimidated, we prioritize your safety most of all. We'll push you to your limits while making sure you stay safe.

We have three instructors who are truly passionate about helping each and every student achieve their own personal goals and becoming the best version of themselves.

Learn more about them [here](#).

We know how hard it is to find a good jiu jitsu gym that suits you, so we're offering a free trial class to prove we're all that we say we are.

(Links to kids, adults, and competition sections)

Kids

Martial arts is one of the best things you can do for your child, it will make a positive difference in all aspects of your kid's life. It will build discipline, keep them in great physical shape, and teach them confidence in a friendly and supportive environment that helps them grow while keeping them safe.

Plus your child will have a great time, our instructors are excellent at making every session fun and engaging.

Adults

Brazilian jiu jitsu is a great way to get into amazing shape while having a great time with fellow students. We have all the laughs plus the full body workouts.

Our instructors and our students will help motivate you and keep you accountable to keep you on track for your goals.

Martial arts will help you improve your mental resilience and strength which will carry on throughout your entire life, not just inside of the gym.

Competition

If your goal is to become the best, this is the right place for you. We are part of one of the strongest competition teams in the world. Our active world competing instructors will teach you the techniques they use to win world titles in an accessible way.

We would love to help you turn your goals into a reality.

Market Research

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?

- Both
- Approximate Age range?
 - They are above 18. Looking for classes for themselves or their kids.
- Occupation?
 - N/A
- Income level?
 - N/A
- Geographical location?
 - Various states in the USA

Painful Current State

- What are they afraid of?
 - They are afraid of joining a gym that's not all that it's hyped up for, a gym that doesn't actually care and just wants the students' money.
 - They are afraid of joining a gym and feeling like an outsider.
 - They are afraid that they're not fit to join a gym
 - Age
 - Injuries
 - They are afraid they will get injured at a gym.
 - They are afraid of health issues due to lack of activity.
 - They are afraid of getting older and losing their quality of life.
 - They are afraid of being judged because they are out of shape and unconfident in themselves.
 - They are afraid that if push comes to shove they won't be able to protect themselves or those they care about.
- What are they angry about? Who are they angry at?
 - They're angry that it's so difficult to find a gym because so many are dishonest and only do martial arts for the money.
 - They are angry that they can't maintain the discipline required to do physical exercise frequently.
 - They are angry that they're pushed around by others.
- What are their top daily frustrations?

- They're frustrated that it is so difficult to find a gym with everything they're looking for, so many are "mcdojos" and "belt factories".
 - They want a gym with instructors that care for the students and do their best to push you towards your goals
 - They want a gym with a community that they can feel comfortable and laugh with.
 - They want a good workout for both their mind and body
 - They want a nice, clean facility
 - They want a gym that prioritizes their safety.
- They're frustrated that a lot of gyms websites are quite sparse and out of date, where they have to go and call the gym to get information.
- They're frustrated because they want to get a good workout but hate lifting, jogging, etc.

- What are they embarrassed about?

- They are embarrassed that they are so out of shape and starting to put on weight.
- They are embarrassed that they lack discipline and struggle to stick to promises they've made to themselves.
- They are embarrassed that they don't have the ability to defend those they care about if they need to.

- How does dealing with their problems make them feel about themselves?

- It makes them feel weak and drained, no matter how hard they try they can't stick to a workout program.

- What do other people in their world think about them as a result of these problems?

- Other people notice their gusto when beginning something, but they don't stick to it for very long.
- They notice their poor physical health and are concerned about them

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

- I don't know how to develop discipline, every time I try to do a program to get into better shape I start strong but that only lasts for a week or two. I don't know what to do.
- I'm looking into martial arts to help improve my discipline/physical shape/etc but I'm having such a hard time finding a gym that feels right for me. So many of their

websites are out of date it makes it hard to actually learn about the gym without calling the school.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

- They have found a friendly and welcoming gym, they feel accepted and are excited to go to class and see their instructors and fellow students.
- Their gym is very clean.
- They found a gym with a community that feels like family. They feel safe in the gym without worrying about being judged.
- Their gym cares about their students and their goals
- Their sessions at the gym would be a great workout while being enjoyable.
- They would be in great shape, they would feel proud of themselves and no longer have to worry about their lack of activity causing health issues.
 - They would feel confident going through day to day life.
- They have strong discipline, they feel proud of themselves.
- They are capable of defending themselves and they are good at avoiding conflict all together, they feel a lot safer and more confident in day to day life.

- Who do they want to impress?

- They want to impress themselves, prove that they can stick to something.
- They want to impress their instructors and students and show how much they've grown.
- They want the people they care for in their life to be proud of them and see them reach for their potential.
- They want to achieve athletic feats and impress those who know them and those who are spectating.

- How would they feel about themselves if they were living in their dream state?

- They would be very proud of themselves and feel a strong sense of confidence and pride.
- They would feel safe going through their day knowing they have the tools to defend themselves.

- What do they secretly desire most?

- They want a true community and a sense of belonging
- They want to completely transform themselves into a stronger, more disciplined, confident, and capable person

- They want to gain control over their life and decisions by building discipline and strong mental fortitude.
- They want a space where they can escape from their stress and anxieties.

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

- I would love to find a martial arts school with an experienced professor who is a good teacher and cares about the students, not just money. A beautiful clean facility, a great community of students I can connect with and enjoy, and a priority on safety.
- I want to be the best version of myself, I want to go past my limits, be strong, be disciplined, and be capable no matter the situation.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

- They believe they need a strong community that keeps them accountable and consistent.
- They believe they need to develop discipline to achieve their desire of getting in good shape.
- They believe that martial arts is the solution to their problems, but they struggle finding a good gym

- Who do they blame for their current problems and frustrations?

- They blame a lot of MA school owners for making it so hard to actually find a good gym as there are so many who solely care about money, and they become “mcdojos” and “belt factories” to make more money.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

- They have tried to workout themselves but they couldn't stay consistent and eventually gave up. They believe they failed due to a lack of discipline.
- They have tried MA schools but it did not work out because they didn't like the instructors, community, etc.

- How do they evaluate and decide if a solution is going to work or not?

- They look for a clean gym with a welcoming community of students and good instructors who care for their students.
 - They want an instructor who is a very experienced black belt, great at teaching, answers questions well, is very passionate about martial arts

- What figures or brands in the space do they respect and why?
 - They respect gyms who stay true to their martial art and actually care about their students and their goals.
- What character traits do they value in themselves and others?
 - Discipline
 - Perseverance
 - Courage
 - Confidence
- What character traits do they despise in themselves and others?
 - Dishonesty
 - Judgemental
 - Lack of commitment
- What trends in the market are they aware of? What do they think about these trends?
 - They are aware of MA schools that are not all they say they are, “mcdojos”, “belt factories”, schools that just care about money. This frustrates them because it makes it hard to find a genuine gym.

Avatar

- Name, age and face. This makes it much easier for you to imagine them as a real, individual person.
 - Dave Reddington, 35 years old.



- Background and mini life history. You need to understand the general context of their life and previous experience.

- Dave is married with two young children, ages 8 and 5. He grew up in a middle class family. Sports weren't a big part of his life growing up, he's always been more interested in technology and video games.

Dave hasn't had any experience with martial arts. His stems from a growing concern about his physical health and the desire to develop better discipline and confidence. He has been researching different martial arts studios online but feels overwhelmed by the choices and slightly intimidated by his lack of fitness and experience.

Dave is analytical, cautious, and introspective. Dave values honesty, commitment, and perseverance. He is pretty introverted but he craves a welcoming and non-judgmental environment he can open up to.

- Day-in-the-life. If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them. Remember, an avatar is one imaginary person you create to represent your target market in your mind when you write. It doesn't have to be perfect or represent every single person in the target market with 100% accuracy. It's just a useful tool

- Dave wakes up early but often feels sluggish due to a lack of physical activity. He helps get his kids ready for school and then begins his workday from a home office. He often skips breakfast or opts for something quick and not particularly healthy.

As an IT consultant, Dave spends most of his day in front of a computer. He attends virtual meetings, solves technical problems, and occasionally travels to client sites. His job is mentally stimulating but sedentary, contributing to a sense of physical lethargy.

After work, Dave spends time with his family. They have dinner together, and he helps his kids with their homework. He's been trying to read more about self-improvement and he's begun browsing local martial arts studios online, looking for a place that seems welcoming to beginners and emphasizes a sense of community.

Dave has felt increasingly concerned about his sedentary lifestyle and its impact on his health and longevity. He wants to set a better example for his children and improve his physical condition. His attempts at jogging and gym workouts have

been sporadic and unfulfilling, lacking the community and structure he craves.

Dave feels that martial arts is the solution to this but he's worried about finding a good martial arts studio that has a welcoming community he'll fit into. He's heard a lot about "mcdojos" and "belt factories" on martial arts forums so he is cautious when it comes to choosing a place.

Dave dreams of being part of a close-knit community that helps him grow physically and mentally. He wants to feel energized, disciplined, and confident. He imagines being able to defend himself and his family if necessary and being a role model for his children.